

## Electronic Acknowledgement Receipt

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| <b>Application Number:</b>                  | 10559937   |
| <b>International Application Number:</b>    |  |
| <b>Confirmation Number:</b>                 | 1038   |
| <b>Title of Invention:</b>                  | Assumed demographics, predicted behaviour, and targeted incentives |
| <b>First Named Inventor/Applicant Name:</b> | Ryan Carr  |
| <b>Customer Number:</b>                     | 31518  |
| <b>Filer:</b>                               | Bruce Talbot Margulies   |
| <b>Filer Authorized By:</b>                 |  |
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### Payment information:

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### File Listing:

| Document Number | Document Description | File Name                       | File Size(Bytes)/<br>Message Digest                | Multi Part /.zip | Pages (if appl.) |
|-----------------|----------------------|---------------------------------|--|------------------|------------------|
| 1               |                      | IDS_PIP155CARR-US_5-13-2010.pdf | 901917<br>27eef4a18cbdd3b4171bd4aee4fa910c76ae4805 | yes              | 26               |

|  | Multipart Description/PDF files in .zip description  |       |     |
|--|--|-------|-----|
|  | Document Description                                 | Start | End |
|  | Transmittal Letter                                   | 1     | 1   |
|  | Information Disclosure Statement (IDS) Filed (SB/08) | 2     | 7   |
|  | NPL Documents  | 8     | 26  |

**Warnings:**

**Information:**

|                                     |        |
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| <b>Total Files Size (in bytes):</b> | 901917 |
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**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.